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[Name of Document] ABSTRACT

A content delivery system, that delivers content data including main story information into which advertisement information is inserted, is described which comprises a content delivery server 1 provided with an index data adding unit 1a operable to add index data describing the insertion position of the advertisement information to the content data, and a content transmitting unit 1c operable to transmit the content data to which the index data is added in response to a delivery request; and a viewer's terminal 3 provided with a content receiving unit 3a operable to receive the content data as transmitted from the content delivery server, a playback unit 3c operable to play back the content data, an index data extracting unit 3b operable to extract the index data, and an operation control unit 3h operable to control the operation of the playback unit 3c in accordance with the description of the index data.

By this configuration, in the streaming delivery of motion pictures on the Internet, it is possible to ensure that advertisement information is more certainly displayed when the content is played back at the viewer end.